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Communicating With Farmers : A Conceptual Framework

By

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COMMUNICATING WITH FARMERS --

A CONCEPTUAL FRAMEWORK

By

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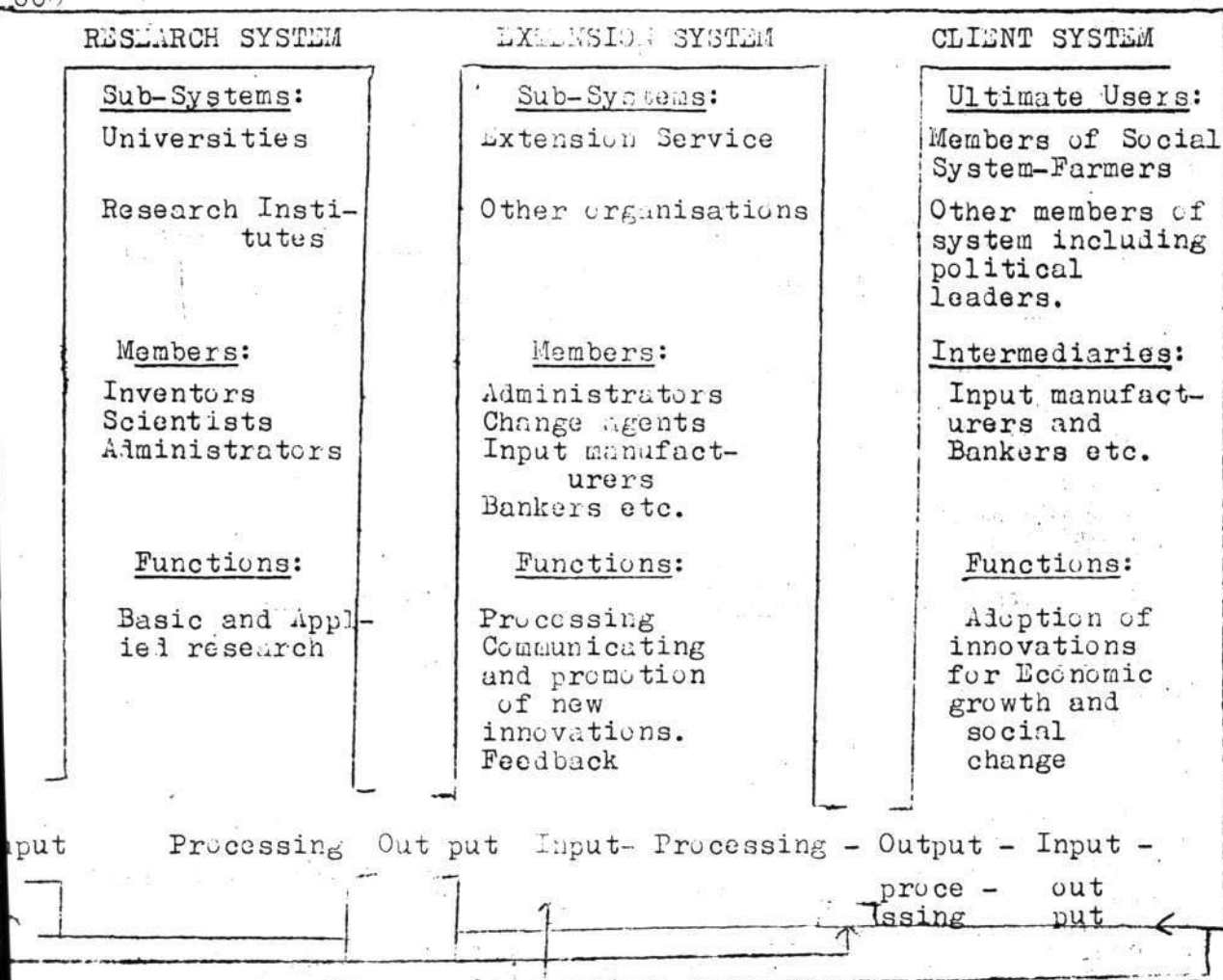
COMMUNICATING WITH FARMERS -- A CONCEPTUAL FRAMEWORK

By
*Dr.A.Adivi Reddy.

Definition: Communication may be defined as the process of transferring useful technology and innovations from the research system to the rural Clientels system, and of transmitting the problems of the latter to the former, both done through the medium of the extension system, with a view to achieve rural development.

Communication Framework

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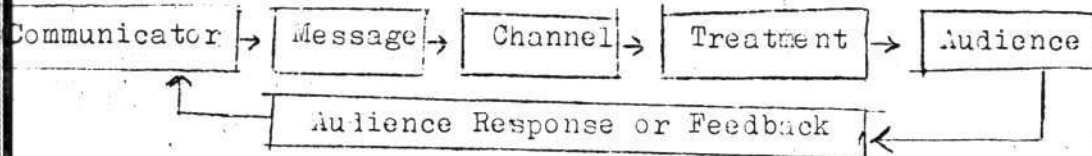


Communication Matrix:

	Researchers	Extension personnel	Client
Researchers	X1	X4	X7
Extension personnel	X2	X5	X8
Client	X3	X6	X9

- X1 Researchers communicating with fellow researchers
- X2 Researchers communicating with extension personnel
- X3 Researchers communicating with clients
- X4 Extension personnel communicating with researchers
- X5 Extension personnel communicating with fellow extension personnel
- X6 Extension personnel communicating with clients
- X7 Clients communication with researchers
- X8 Clients communication with extension personnel
- X9 Clients communicating with fellow clients.

Elements of Communication Process:



Factors influencing the effectiveness of elements

A. Communicator:

1. Credibility : Competence, trust-worthiness
2. Role Perception
3. Communication skill
4. Attitude towards message and audience
5. Cultural and language compatibility with audience
6. Empathy with audience.

Message.

1. In line with the objective to be attained;
2. clear -- understandable by the audience;
3. in line with the mental, social, economic and physical capabilities of the audience;
4. significant -- economically, socially or aesthetically to the needs, interests and values of the audience;
5. specific - no irrelevant material;
6. simply stated -- covering only one point at a time;
7. accurate -- scientifically sound, factual and current;
8. timely -- especially when seasonal factors are important and issues current;
9. supported by factual material covering both sides of the argument
10. appropriate to the channel selected;
11. appealing and attractive to the audience - having utility, immediate use;
12. applicable -- audience can apply recommendation;
13. adequate -- combining principle and practice in effective proportion;
14. manageable -- can be handled by the communicator with high professional skill and within the limits imposed by time.

Perceived attributes of message (Innovation)

- 1. Relative advantage
- 2. Compatibility
- 3. Complexity
- 4. Divisibility (Traibility)
- 5. Observability (Demonstrability).

The messages should be so designed as to take the audience through the following steps:

Attention - Interest - Desire - conviction - Action - Satisfaction.

C. Channels:

Classification of channels

I. According to Use

- (a) Individual contacts
 - i. Farm and home visits; ii. Office calls;
 - iii. Telephone calls; iv. Personal letters; v. Result demonstrations.
- (b) Group contacts
 - i. Method demonstration meetings; ii. Leader training meetings; iii. Lecture meetings;
 - iv. Conferences and discussion meetings; v. Tours; vi. Meetings at result demonstrations; vii. Schools; viii. Miscellaneous meetings.
- (c) Mass contacts
 - i. Bulletins; ii. Leaflets; iii. News stories; iv. Circular letters; v. Radio;
 - vi. Television; vii. Exhibits; viii. Posters.

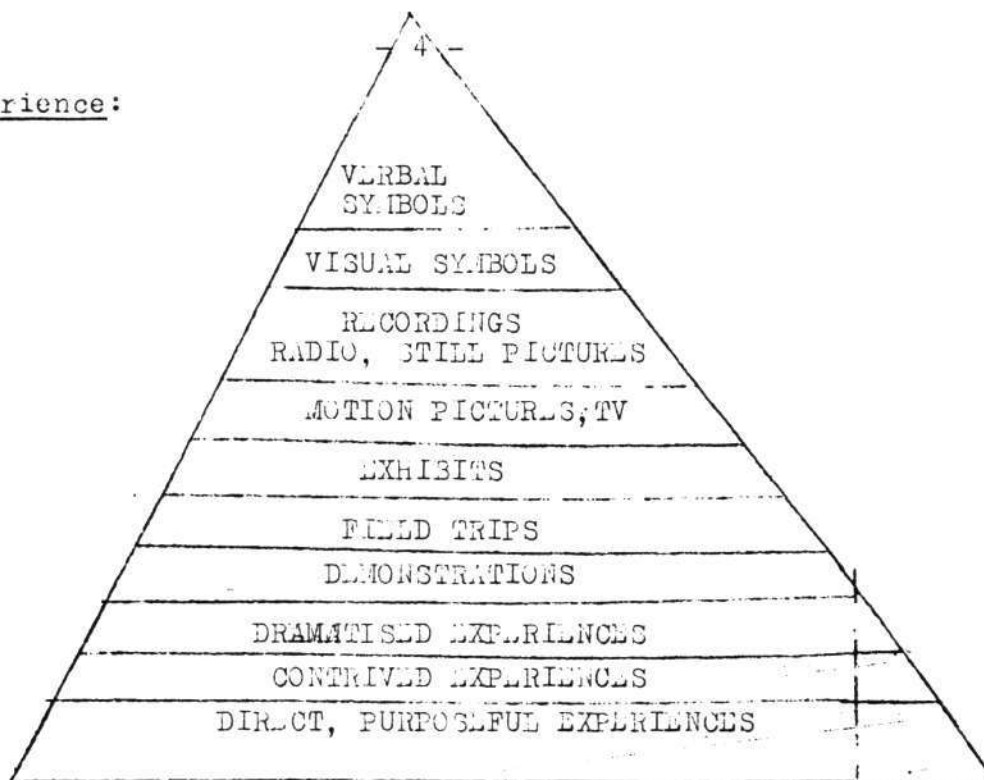
INDIRECT INFLUENCE

2. According to Form

- (a) Written
 - i. Bulletins; ii. Leaflets; iii. News articles; iv. Personal letters;
 - v. Circular letters.
- (b) Spoken
 - i. General and Special meetings of all kinds; ii. Farm and home visits;
 - iii. Office calls; iv. Telephone calls; v. Radio
- (c) Visual or Objective
 - i. Result demonstrations; ii. Exhibits;
 - iii. Posters; iv. Motion pictures, charts, slides, and other visual aids.
- (d) Spoken and visual
 - i. Method demonstration meetings;
 - ii. Meetings at result demonstrations;
 - iii. Meetings involving motion pictures, charts and other visual aids,
 - iv. Television.

INDIRECT INFLUENCE

Line of Experience:



Factors influencing selection of Channels:

- . Audience - a) Type
b) stage in adoption process
c) size
 - . Objective : Change in knowledge, attitude or skill
 - . Subject matter: Simple or complex
 - . Size of extension staff
 - . Stage of development of extension Organisation
 - . Availability
 - . Relative cost
 - . Communicator's skill
- Use of Combination of channels in proper, sequence is important.

Treatment:

1. Repetition or frequency of mention of ideas and concepts
2. Contrast of ideas
3. Chronological -- compared to logical, compared to psychological.
4. Presenting one side compared to two sides of an issue.
5. Emotional compared to logical appeals
6. Starting with strong arguments compared to saving them until the end of presentation.
- 7- Inductive compared to deductive
8. Proceeding from the general to the specific and vice-versa
9. Explicitly drawing conclusions compared to leaving conclusions implicit for the audience to draw.

Audiences:

1. Communication channels established by the social organisation
2. The system of values held by the audience - what they think is important.
3. Forces influencing group conformity -- custom, tradition, etc.
4. Individual personality factors -- subliminal susceptibility to change etc.
5. Native and acquired abilities.
6. Educational, economic and social levels.

7. Pressure of occupational responsibility -- how busy or concerned they are.
8. People's needs as they see them, and as the professional communicator sees them.
9. Why the audience is in need of changed ways of thinking, feeling and doing.
10. How the audience views the situation.

F. Audience Response:

1. Understanding V. Knowledge
2. Acceptances Vs. Rejection
3. Remembering Vs. Forgetting
4. Mental Vs. Physical action
5. Right Vs. Wrong

Adoption Process and Communication:

Adoption stages	Important media
1. <u>Need:</u> This is a stage when an individual wishes to change his existing practices.	Village level change agent and to some extent mass media.
2. <u>Awareness:</u> The individual just comes to know about an innovation without knowing the details of it.	Village level change agent, mass media and other farmers.
3. <u>Interest:</u> He makes an attempt to know more about the innovation	Formal sources as extension agency and other farmers
4. <u>Deliberation:</u> This is a stage of deliberation and mental evaluation	Informal personal sources including family members
5. <u>Trial:</u> An individual uses an innovation in part or sometimes in full.	No communication for simple substitutive practices. For complex or new practices, change agent and fellow farmers.
6. <u>Evaluation:</u> The individual evaluates the performance of the innovation.	Fellow farmers and neighbours
7. <u>Adoption:</u> It is a decision to use the practices on continued basis.	Self-experience gained at the trial stage.